

IN THE SPECIFICATION:

Paragraph beginning at line 3 of page 1 has been amended as follows:

The present invention relates to a label peeling mechanism for a continuous label strip and to a label printer apparatus using the label peeling mechanism, ~~in which by the~~. More specifically, the present invention relates to a label peeling mechanism, mechanism by which a continuous label strip obtained by provisionally attaching multiple adhesive label pieces to the front surface of a sheet-shaped backing strip and winding the backing strip with the label pieces to a roll shape is conveyed, and the label pieces are peeled and separated from the backing strip at a predetermined position. In particular, the present invention relates to a technique with which it is possible to suppress slack in the conveyed continuous label strip.

Paragraph beginning at line 14 of page 1 has been amended as follows:

Conventionally, there has been used a label printer apparatus that uses a continuous label strip (hereinafter referred to as the "label sheet") obtained by provisionally attaching label pieces (hereinafter simply referred to as the

"labels"), to the front surface of a sheet-shaped backing strip and winding the backing strip with the labels to a roll shape, and that performs predetermined printing on each label.

Paragraph beginning at line 10 of page 2 has been amended as follows:

~~By the way, if~~ If printed labels are peeled one by one by manual work, this consumes much time and effort, and there occurs an inefficiency problem. In particular, in the case of labels for commercial use, it is required to peel many labels in a short period of time, so that if this peeling ~~work~~ operation is manually conducted, the inefficiency problem becomes prominent.

Paragraph beginning at line 14 of page 6 has been amended as follows:

The present invention has been made in order to solve the problems described above and provides is directed to a label peeling mechanism for a continuous label strip, strip which is capable of preventing peeling failure from occurring by suppressing slack in a label sheet, and to a label printer apparatus using the label peeling mechanism.

Paragraph beginning at line 5 of page 12 has been amended as follows:

In FIG. 1, a roll-shaped label sheet Y obtained by provisionally attaching multiple adhesive backed labels L to the front surface of a sheet-shaped backing member or strip D at predetermined intervals and coiling or winding the backing strip D with the labels L into a roll is contained in a label printer A1.

Paragraph beginning at line 15 of page 12 has been amended as follows:

After the label sheet Y is drawn out of the roll, the underside of the backing strip D is abutted against a platen roller 10 serving as conveying means in the form of a first conveying unit, is nipped between the platen roller 10 and the surface of the thermal head H serving as a print unit, and is conveyed in the direction of an arrow S1 (upward direction on the paper plane of FIG. 1). Note that a drive gear train (see FIGs. 2A to 3B) engages with the platen roller 10 and is driven at predetermined timings by an electric motor M shown in FIGs. 3A and 3B.

Paragraph beginning at line 24 of page 12 has been amended as follows:

Above the platen roller 10, a rod-shaped peeling pin 30 serving as a label peeling member that peels the labels L from the backing strip D is provided so as to extend in the widthwise direction of the label sheet Y. The label sheet Y makes a U-turn around the peeling pin 30 and is conveyed in the direction of an arrow S2 (downward direction). Note that the label peeling peeling member is not limited to this peeling peeling pin 30 and may be constructed using a flat-plate-shaped member or a rotatable roller. Also, so as to peel the labels L from the backing strip D with reliability, that is, so as to have the label sheet Y make a sharp U-turn from the S1 direction to the S2 direction, it is preferable that the label peeling member has a small diameter.

Paragraph beginning at line 19 of page 13 has been amended as follows:

Reference symbol F1 denotes a discharging frame constituting a discharging opening 600 through which the conveyed backing strip D is discharged, a discharging opening 610 through which the peeled labels L are discharged, and the like. Here, this the discharging frame is a unitary frame structure made of a resin such as plastic.

Paragraph beginning at line 24 of page 13 has been amended as follows:

Also, reference numeral 40 denotes slack preventing means in the form of a slack preventing member that is provided between the platen roller 10 and the peeling pin 30 so as to oppose the surfaces of the label L of the label sheet Y with a predetermined distance (around 0.5 mm, for instance) in-between. This slack preventing member 40 is constructed using a plate-shaped body or a rod-shaped body having a length that is the same as the width of the label sheet Y. In this embodiment, the slack preventing member 40 is formed integrally with the discharging frame F1 using a resin.